



Real Joys 2021 Report

December 2021



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About the report

The **Real Joys 2021 Report** forms part of the Real Insurance Research Series. In its latest instalment, this study explores the joys experienced by Australian parents and families during the pandemic and lockdowns. The research also reveals the attitudes of parents and how they are feeling about the festive season, reuniting with family, holiday travel and what they are most grateful for as we enter a new year.

The report is compiled based on research commissioned by Real Insurance and conducted by CoreData between 16 November and 19 November 2021.

The research was conducted via a quantitative online survey, gathering 1,241 responses from Australians over 18 with children of all ages.

Important things to note about the charts and references

- ! Footnotes directly underneath the charts (e.g.* Respondents working from home during the COVID-19 pandemic) mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.
- ! Any chart without a specific note on its sampling was asked to all respondents.
- ! It also differentiates the types of questions asked. For instance, *Multiple answers allowed' appears when the question called for more than one answer from the respondent.
- ! Some charts and figures may not be equal to 100% due to rounding differences.





Key findings

Key findings

The pandemic helped families recognise the simple joys in life

- The large majority of parents are placing more importance on quality family time (71%) and believe that lockdowns have helped them rediscover the simple things in life that come after joy, whether it be enjoying family time at home, exercising and even going shopping.
- The top simple joys shared with family throughout the pandemic include going for walks or exercise (53%), watching favourite movies or shows together (44%) and sharing what's going on in each other's lives (41%).
- The majority of parents with family pets say the pandemic and lockdowns elevated the importance of their pet's role in the family (62%).

The majority see silver linings from the pandemic

- More than 3 in 4 feel that rediscovering life's simple joys has been at least one silver lining of the pandemic and lockdown experience (76%).

Spending more time together will continue post-pandemic

- Many believe the habits of the pandemic will stick around as 1 in 2 say they will be spending more time together post-pandemic than pre-pandemic (51%).

Returning to normal is not so straightforward as some fear that they may lose the time to enjoy the simple things in life

- Around a third (34%) are concerned that once things return to normal, they may lose the time to do the simple things in life that they enjoy.

Key findings

Children and parents feel joy as pre-pandemic life returns

- 4 in 5 parents report that their kids are happy to be back at school again (78%).
- 6 in 10 of their kids have really missed being able to have parties and social events (64%) and similarly 7 in 10 parents are excited about social events and festive parties/gatherings (69%).
- 3 in 5 are looking forward to spending up this festive season to celebrate newfound freedoms (61%).

Extended family has been missed and reconnecting is on the agenda for many this festive season

- Around half have missed their extended family due to lockdowns. About a third are planning to reconnect with them this festive season however around 1 in 5 would like to but cannot due to restrictions. A further 14% are still unsure.

The majority have family interstate or overseas, with around 1 in 4 having plans to visit them this festive season

- 7 in 10 have extended family who live interstate or overseas (70%) and 1 in 4 are planning to visit family or friends this festive season who live interstate or overseas (24%) with a further 1 in 6 wanting to, but unable due to restrictions (16%).
- For around 15%, there will be a long-awaited reunion between grandparents and grandchildren.
- 7 in 10 parents feel that more than usual, connecting with family this festive season will become the focus over gift giving (71%).

Key findings

Holiday travel is on the cards for some, but many will have a low-key festive season

- Almost 1 in 3 parents (27%) have booked a holiday for the coming months, 18% plan to soon and 21% are still uncertain. Most within their state (41%), but as many as 40% interstate and 16% overseas. When it comes to overseas travel, 3 in 4 are not comfortable with travelling overseas with the family yet (75%), 36% are still feeling uncertain about travelling overseas, 30% are still apprehensive and 28% are even anxious or scared. Far fewer are feeling comfortable (15%) or excited (21%) about the prospect.
- 8 in 10 parents are planning to play things safe and have a low-key festive season this year (78%).
- 8 in 10 are also still feeling a bit apprehensive about what the future holds coming out of lockdowns (75%).

The majority feel lockdowns have shifted their attitudes towards life's priorities

- 7 in 10 parents feel the lockdowns have shifted their family's attitudes towards life's most important priorities (69%).
- The most common shifts include more gratitude for the simple joys in life (67%), more gratitude for each other (63%) and more appreciation of shared simple joys in life (58%).

As we enter 2022, Australian parents are most grateful for family

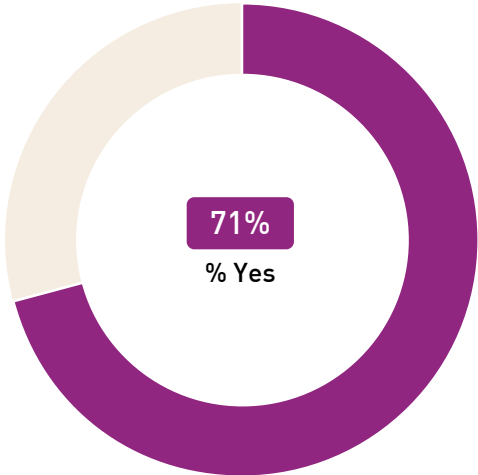
- As we enter 2022, the top five things parents are most grateful for are family (82%), health and wellbeing (67%), friends (56%), simple joys (50%) and happiness (46%).
- Notably these outranked economic stability and/or employment (38%), suggesting it's the simple things we are often most grateful for.



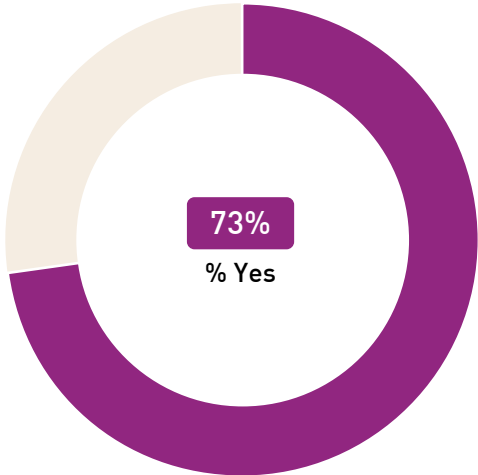
The simple joys in life

Rediscovering family joy

Have your family's experiences through the COVID-19 pandemic and lockdowns impacted the importance given to spending quality time together?



Have the lockdowns helped you and your family rediscover simple things in life that bring you joy?

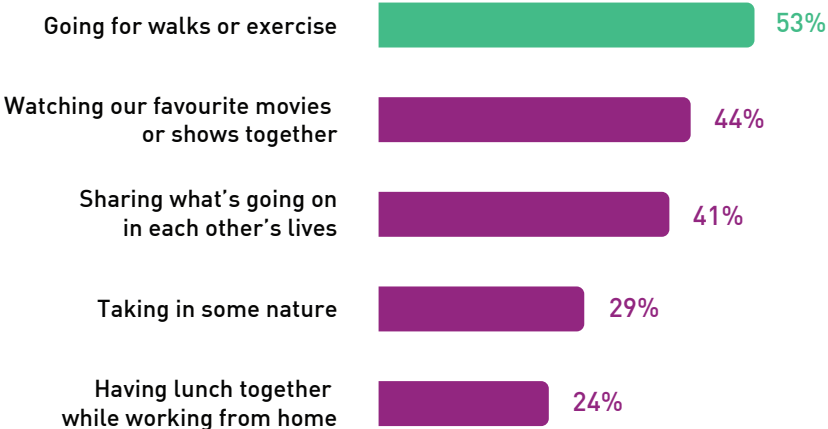


7 in 10 parents now place more importance on quality family time due to their experiences throughout the pandemic (71%).

7 in 10 feel lockdowns helped their family rediscover the simple things in life that bring them joy (73%), such as having family and friends over, enjoying family time at home and even just going shopping or exercising.

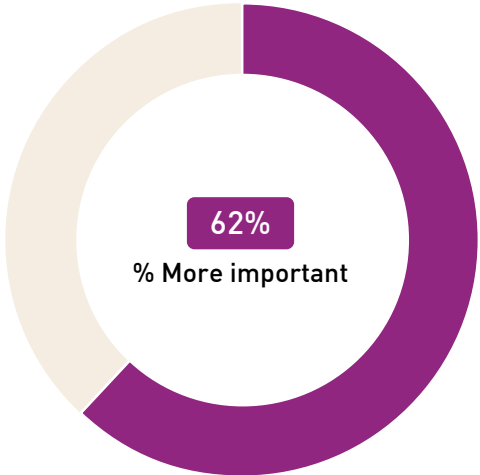
Finding joy during lockdown

During lockdowns, when were you able to find the greatest simple joys from spending quality time with your family?



Multiple answers allowed
Top 5 answers only

Have your family's experiences throughout the pandemic and lockdowns impacted the importance of the role your family pet(s) play?

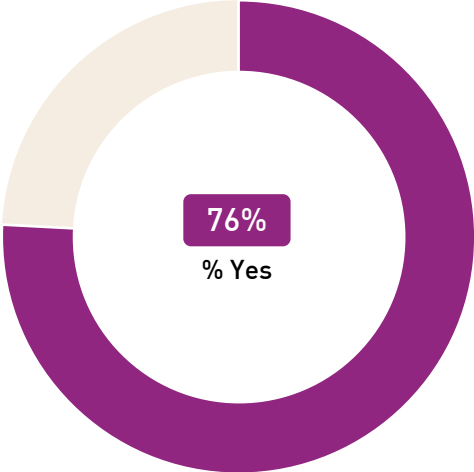


Lockdowns allowed for families to experience life's simple joys when spending quality time. The top 5 simple joys shared with family through the pandemic include going for walks or exercise (53%), watching favourite movies or shows together (44%), sharing what's going on in each other's lives (41%), taking in some nature (29%) and having lunch together while working from home (24%).

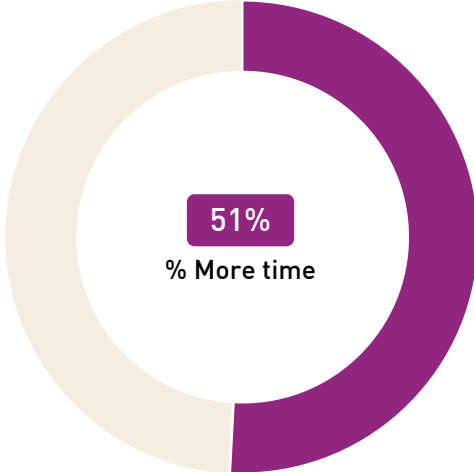
3 in 5 parents with family pets say the pandemic and lockdowns elevated the importance of their pet's role in the family (e.g. bonding more with them and realising the wellbeing benefits provided to the family) (62%).

The pandemic silver lining

Do you feel that helping rediscover life's simple joys has been at least one silver lining of the pandemic and lockdown experience?



Do you think that post-pandemic, your family will be spending more time together than pre-pandemic?



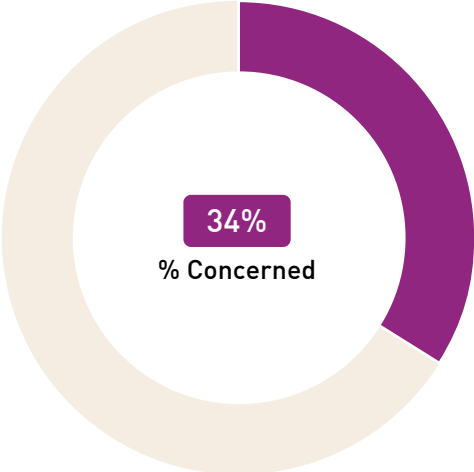
More than 3 in 4 feel that rediscovering life's simple joys has been at least one silver lining of the pandemic and lockdown experience (76%). Many believe the habits of the pandemic will stick around as 1 in 2 say they will be spending more time together post-pandemic than pre-pandemic (51%).



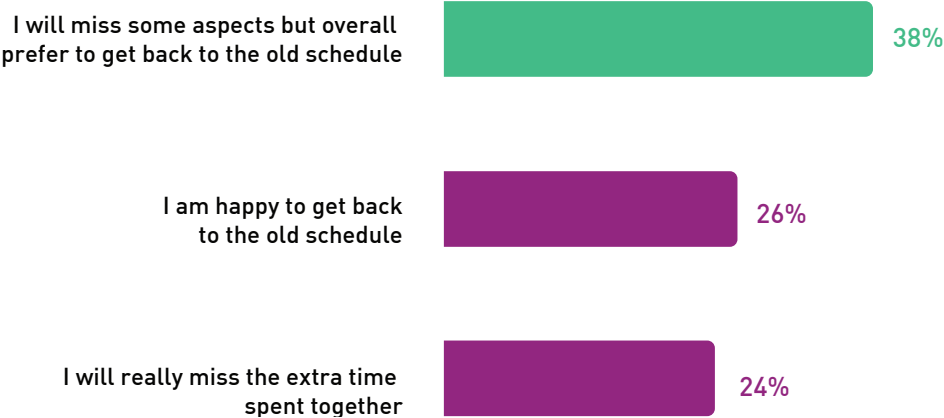
Returning to normal

Some of life's simple joys will be missed

Are you concerned you may lose time for some simple joys with your family as things gradually return to normal i.e. returning to workplaces and schools?



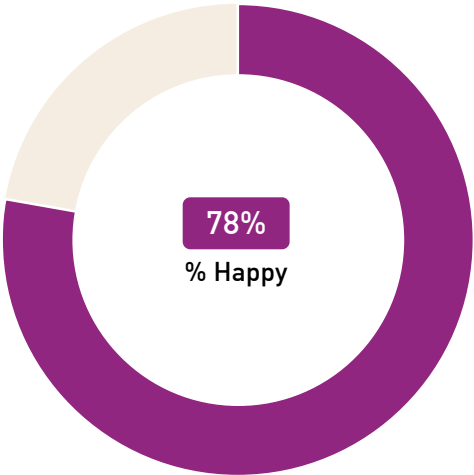
What best describes your feelings about spending time with family now things are gradually returning to normal i.e. returning to workplaces and schools?



1 in 3 are concerned they may lose time for some simple family joys as things return to normal (34%). 1 in 4 will really miss the extra time spent together as a family but similarly 1 in 4 will also be happy to get back to the old schedule.

Excitement as life returns and we celebrate the festive season

How happy do you think your kids are to be back at school again?



Attitudes towards social gatherings and festivities

Our kids really missed being able to have parties and social events



I am excited about social events and festive parties/gatherings



Looking forward to spending up this festive season to celebrate newfound freedoms



Strongly agree Agree Disagree Strongly disagree

As we return to pre-pandemic life, 4 in 5 parents report that their kids are happy to be back at school again (78%). 6 in 10 report their kids have really missed being able to have parties and social events (64%) and similarly 7 in 10 parents are excited about social events and festive parties/gatherings (69%). When it comes to celebrations, 3 in 5 are looking forward to spending up this festive season to celebrate newfound freedoms (61%).



Reconnecting with loved ones

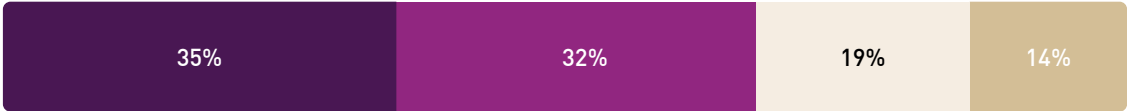
Reconnecting with extended family

How much have you missed your extended family during lockdowns?



Extremely Considerably Reasonably Minimally Was not separated from extended family

Do you have any plans this festive season to reconnect with extended family that you haven't seen in some time?



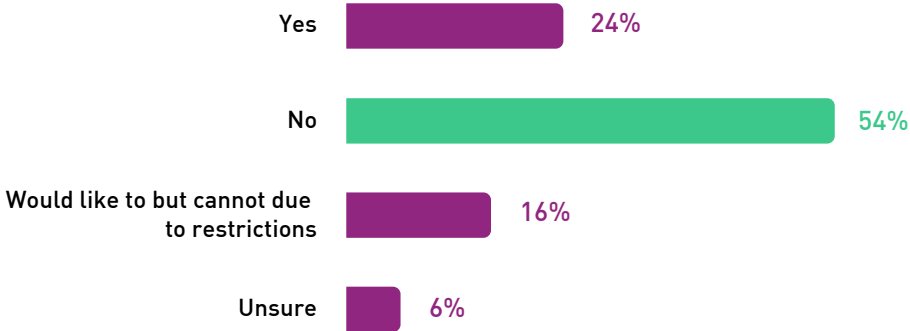
Yes No Would like to but cannot due to restrictions Unsure

"Not applicable" not included

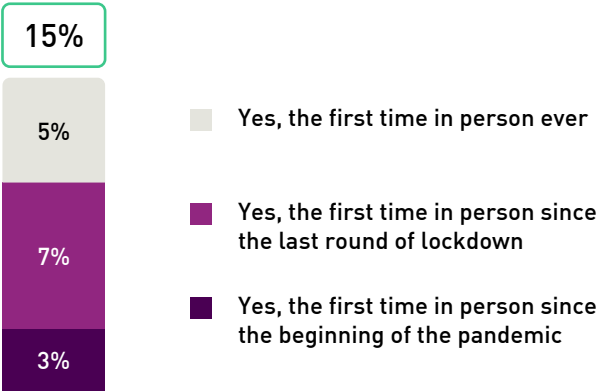
1 in 2 parents have extremely or considerably missed their extended family during lockdowns (50%). 1 in 3 have plans this festive season to reconnect with extended family they haven't seen in some time (35%). 1 in 5 would like to but cannot due to restrictions (19%) and a further 14% are still left unsure.

Long-awaited reunions this festive season

Are you planning to visit family/friends who live elsewhere (interstate or overseas)?



Will this festive season be the first time your children get to meet their grandparents in person? OR if you are a grandparent will this festive season be the first time you get to see your grandchildren in person?



7 in 10 have extended family who live interstate or overseas (70%) and 1 in 4 are planning to visit family or friends this festive season who live interstate or overseas (24%) with a further 16% wanting to, but unable due to restrictions.

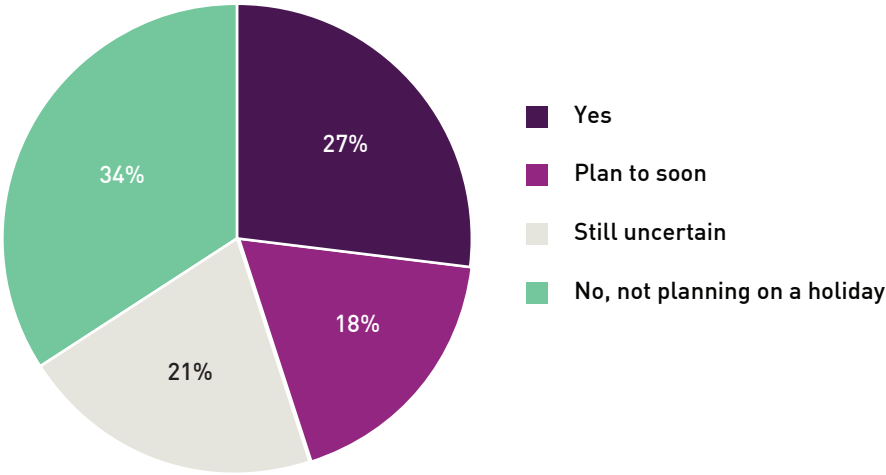
15% report their families will see a long-awaited reunion between grandparents and grandchildren this festive season. Following the events of the pandemic and lockdowns, 7 in 10 parents feel that more than usual, connecting with family this festive season will become the focus over gift giving (71%).



Holiday travel

Travel is on the cards but many are still apprehensive

Have you booked a holiday for the coming months yet? E.g. travel, accommodation or holiday experiences

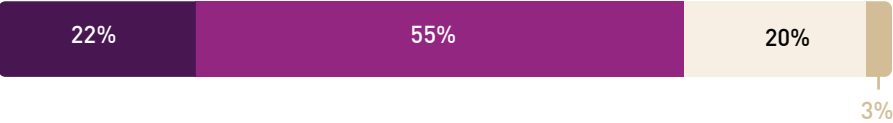


Travel concerns

I am still feeling a bit apprehensive about what the future holds coming out of lockdowns



My family is planning to play things safe and have a low key festive season this year



Strongly agree Agree Disagree Strongly disagree

Almost 1 in 3 parents (27%) have booked a holiday in the coming months, 18% plan to soon and 21% are still uncertain. Most booked within their state (41%), but as many as 40% have booked or plan to book interstate and 16% overseas. When it comes to overseas travel, 3 in 4 parents are still not comfortable traveling overseas with the family yet (75%), 36% are still feeling uncertain about overseas travel, 30% are still apprehensive and some are even anxious (18%) or scared (10%). Far fewer are feeling comfortable (15%) or excited (21%) about the prospect.

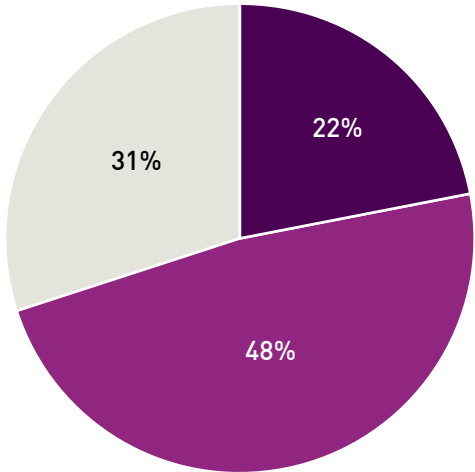
8 in 10 parents are planning to play things safe and have a low key festive season this year (78%) and 8 in 10 are still feeling a bit apprehensive about what the future holds coming out of lockdowns (75%).



Post-pandemic priorities

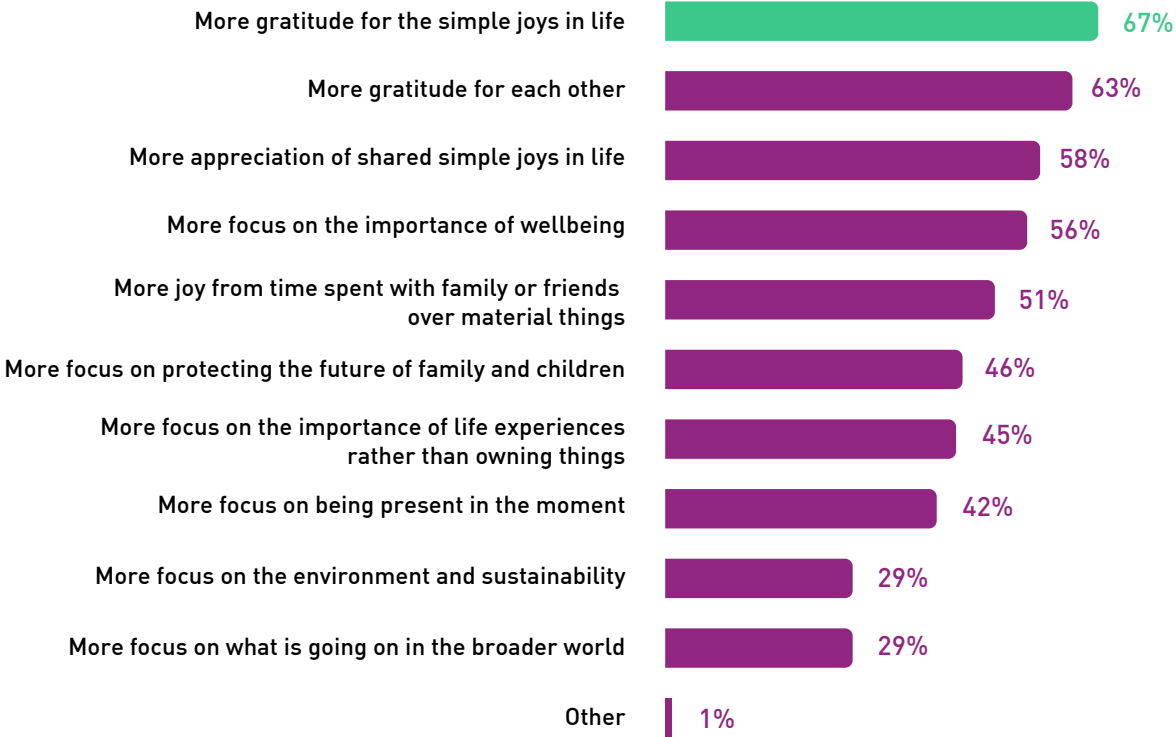
A shift in priorities

Have the lockdowns shifted your family's attitudes towards life's most important priorities?



- Yes, to a great extent
- Yes, to some extent
- No, not really

What kind of shifts in priority do you feel occurred?

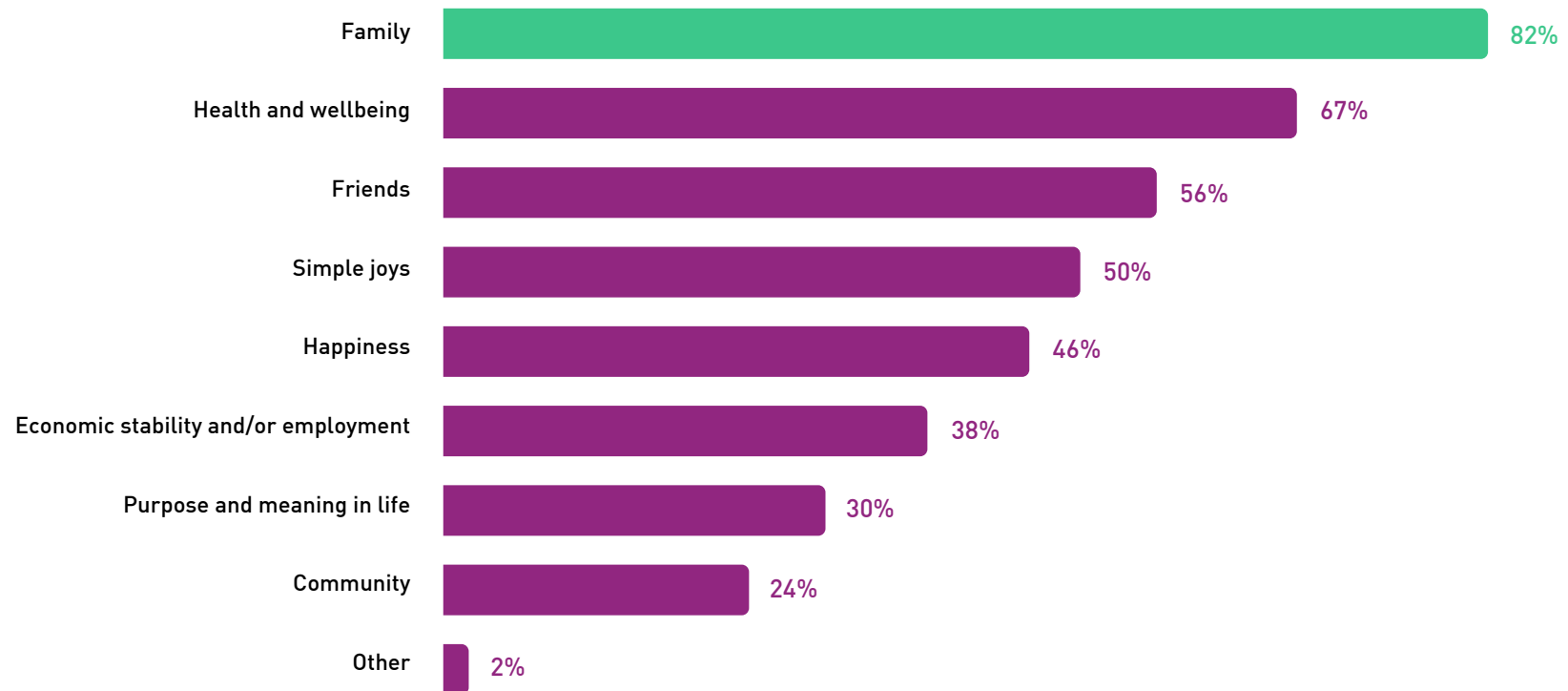


Multiple answers allowed

7 in 10 parents feel the lockdowns have shifted their family's attitudes towards life's most important priorities (69%). The three most common shifts include more gratitude for the simple joys in life (67%), more gratitude for each other (63%) and more appreciation of shared simple joys in life (58%).

What parents are grateful for heading into 2022

What are you most grateful for as we head into 2022?



Multiple answers allowed

As we head into 2022, the top 3 things parents are most grateful for are family (82%), health and wellbeing (67%) and friends (56%). Notably these all outranked economic stability and/or employment (38%), suggesting it's the simple things in life we are often most grateful for.

More research from Real Insurance coming soon...

About Real Insurance

Real Insurance is an award-winning provider of insurance products, specialising in life, funeral, pet, car, home, and bike insurance. In the market since 2005, Real Insurance has protected the quality of life of many Australians, through the delivery of innovative products. Real Insurance is the proud recipient of many product and service awards, recently being announced the winner of the 2022 ProductReview awards for Life Insurance and Funeral Insurance, and the Reader's Digest 2022 Gold Quality Service Awards for Funeral Insurance and Pet Insurance. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd.

